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The Advancement and Application of New Media Technology in Traditional Journalism

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Abstract- Regarding the challenges of global digitization and network technology, whether traditional media and new media are a game or a topic of integration has attracted much attention in recent years. It has become a research hotspot for scholars at home and abroad. With the constant emergence of various new media, the pattern of mass communication is undergoing tremendous changes, and traditional media have also begun their way of media integration. In this regard, this article takes the Shanghai World Expo news report as the starting point and deeply studies the exploration and practice of new media technology by traditional media in the World Expo report. Also analyzed the streaming media, other new media technologies, paths and effects. This paper declares that the development of new media is changing traditional media's communication methods and concepts. Under the background of the vigorous development of new media, traditional media must adapt to the needs of new media, change their strengths, and pursue news planning and indepth reporting. It has been proved that traditional media will not weaken through the bonding and interaction with new media. With the advantages of new media, traditional media can also enhance brand influence and popularity.

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THE ADVANCEMENT AND APPLICATION OF NEW MEDIA TECHNOLOGY IN TRADITIONAL JOURNALISM

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1. INTRODUCTION

Facing the challenge of global digitization and network technology, the traditional media and the new media are competitive, and there are constant changes. The mass communication pattern has undergone tremendous changes, and the traditional media has also begun its path of change ("Communication, Power and Counter-power in the Network Society | Castells | International Journal of Communication," n.d.). Through active integration and the use of various new media resources to further highlight the communication effect and competitiveness of traditional media, the combination of the two also makes traditional media's communication forms and content prosperous and diversified ("Disability and the Media - Katie Ellis, Gerard Goggin - Google Books," n.d.). It is an unprecedented news practice for the traditional media in Shanghai. In 2010, "World Expo" became the only keyword for Shanghai media's annual news reports. Due to its long time, the content of news reports is extremely rich, and the audience's needs are

diversified. Under the background of the rise of media formats, traditional media in Shanghai had to wring out new media technology exhibitions actively and gain an advantage in this report with intense competition and take this opportunity to enhance the popularity of media brands ("Winning American Hearts and Minds: China's Image Building Efforts in the ... - Xiuli Wang - Google Books," n.d.). What are the innovations and characteristics of Shanghai's traditional media in using new media? Have they found a new way of media integration? What are the implications for the development of the media industry? This research carried out research in these areas and find out a breakthrough (Mei, Bansal, & Pang, 2010).

In the Shanghai World Expo news report research, the main focus is on discussing news practices, and there is little research on how traditional media and new media are used in World Expo news reports. In fact, in 2010, under the vigorous development of new media such as Weibo and plug-in, the traditional media in Shanghai made active party tests and explorations the use of new media in the exciting news reporting process of the Shanghai World Expo (Svensson, 2014).

In terms of reporting content, Shanghai's traditional media strives to distinguish itself from "the short, frequent, and fast" of new media, pursues a new and rich form of news reporting, strengthens reader interaction, and makes news reporting more in-depth through sophisticated news planning (Zhou, 2009). In terms of specific operations, traditional media actively seek to cooperate with new media technology platforms, combine traditional media content production with new media technology, expand news release channels, increase the breadth of content dissemination, and use new media to increase brand awareness (Lei, Li, & Luo, 2019).

A survey shows that in the first month of the Shanghai World Expo, the coverage of the Shanghai World Expo was very extensive, with an audience reach rate of 94.49%6, and 57.4% of the citizens preferred to pay attention to the World Expo through the media at night. In this case, 52.1% chose TV as the preferred information channel for understanding the Shanghai World Expo, and TV rose to the first media position in reporting this major event. It is worth noting that the return of network communication cannot be ignored. 26.79% of people choose the Internet as their preferred

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information channel to learn about the World Expo, which is far more than newspapers and broadcasts (Marzouk, 2021).

The rapid development of new media has impacted and challenged traditional media. Traditional media must adapt to the development of new media and start the road of change as soon as possible. This article attempts to analyze the way out for the reform and development of traditional media in the new media era by starting with the case of Shanghai traditional media using new media in the World Expo reporting. The author believes that summarizing and analyzing these innovative experiences will help inspire traditional media to integrate new media technologies better, achieve effective integration of media resources, and improve the communication effect of traditional media in the new media era.

II. RESEARCH METHOD

The research methods used in this paper include:

- *Content analysis method:* Regarding content analysis, many scholars have defined it. The most authoritative one is the definition given by American scholar Berelson in his book "Content Analysis: A Tool for Communication Studies" in 1954. Content analysis is a research method for the objective, systematic and quantitative description of apparent communication content (Lombard, Snyder-Duch, & Bracken, 2002).
- *Case study method:* A case study is a type of social survey, which is the opposite of a statistical survey. The word "case" comes from medical, psychological and legal research. A case study is a qualitative research method that systematically studies individuals, groups, organizations, or time to obtain rich and relevant information about the topic. Researchers often use the case study method when they wish to understand or explain a phenomenon (Leiner & Leiner, 2017).
- *Research method:* The research method is from social science research, concerned with the feasibility and practical significance of various variables in communication practice, adopting logical, systematic and mathematical inference analysis, starting from the characteristic research framework, and quantifying the evidence. Mode control seeks a phenomenon of universal significance and breadth, and its main focus is on prediction and control (Bowen, 2009).

III. BACKGROUND OF WEIBO

2010 is known as the first year of China's Weibo. The Report on the Development of New Media in China (2011) issued by the Chinese Academy of Social Sciences named Weibo, and the most popular new media in 2010. The earliest and most famous

"microblogging" is twitter in the United States. According to relevant public data, as of January 2010, this product has 7,500 registered users worldwide. In August 2009, Sina.com, the largest portal website in China, launched the beta version of "Sina Weibo", which became the first portal website to provide Weibo services. "Weibo" officially entered the field of mainstream Chinese Internet users.

The reason why Weibo can quickly become a new media that has been widely concerned and used is inseparable from its characteristics. Some scholars have summarized six characteristics of Weibo. Weibo Chuang can publish all kinds of new things and spiritual sparks on the Internet for the first time. The third innovative way of communication. Unlike face-to-face performances on blogs, Weibo is a back-to-face communication. At present, the instant messaging function of the Weibo website is very powerful, and the information update of the concerned Weibo can be displayed in one's personal space in time by writing directly through QQ or MSN. The publishing methods of Weibo shows a diversified trend (Zheng & Yu, 2016).

The threshold for publishing information on Weibo is low, the method is flexible, and the dissemination is rapid. Its news dissemination function has dramatically surpassed the traditional media, and it has a strong ability to create momentum and social mobilization in social media ("Memes to Movements: How the World's Most Viral Media Is Changing Social ... - An Xiao Mina - Google Books," n.d.).

The rapid popularity of Weibo has benefited from the demonstration effect of a group of celebrities. Beginning in 2009, IT celebrities Kai-Fu Lee, Ming Shi Yao Chen, Li Yuchun and others have opened Weibo on Sina. In addition to recording their lives on Weibo, celebrities also use Weibo to publish the latest news. For example, in September 2009, on Sina Weibo, Kai-Fu Lee announced his resignation from Google using his blog. In January 2009, there was heavy snowfall in Beijing, and Kai-Fu Lee was trapped in the capital airport because of the snow. He described his situation on Weibo, and this series of Weibo became the source of information and report content obtained by traditional media at that time.

In addition to the personal use of Weibo to publish information, Weibo has also become an essential part of the government's announcement of the news. President Obama has signed up for a Twitter account during his campaign to gain popular support (Abroms & Craig Lefebvre, 2009).

Traditional media have not fallen behind. Since the end of 2009, they have also started to register Weibo accounts on Sina.com, Tencent.com and other websites to create official Weibo accounts for the media. Taking Shanghai media as an example, "Morning News" published its first Weibo on Sina Weibo on June 16, 2009. Shanghai Dongguang News Channel published

its first Weibo on Sina Bib on December 9, 2009. "Oriental Morning Post" also opened the "Turn Neck" on Sina and Tencent in October 2009 and March 2010.

After a period of exploration, in 2010, the traditional media in Shanghai have been able to use the scarf to release information, move with netizens, and actively use Weibo to expand news dissemination. At the same time, events such as Ding Huang's demolition of Weibo's live broadcast, father Xi's death and the collapse of the media, and the 3Q war ignited the Weibo platform making Weibo a powerful tool for people to participate in social theory. It is called the first year of Weibo.

By the end of October 2010, the number of Sina Weibo users had reached 5,000, and the average user posted more than 2,500 Weibo posts every day. According to Tencent data, the network access base of Kuixun Expo reached 5 billion times, and the number of users exceeded 600 million within 184 days. Tencent Weibo has grown since 2009. It was launched in October 2009, and the internal test was started on April 1, 2010. In February 2010, the number of cross-news Weibo users exceeded 100 million.

IV. WEIBO AND TRADITIONAL MEDIA

It can be seen from the above cases that the sheer fullness and liveliness of Weibo dissemination is affecting and changing traditional media, making it necessary for traditional media to change their news production, communication mode and marketing promotion. However, judging from the current situation, in the context of the rise of new media, the correct direction for the traditional newspaper industry is not to abandon the original news production model but to have new segments and ways to integrate traditional media with new media. Integrate and leverage each other's strengths. Based on this understanding, the strategy of the newspaper industry to enter new media is not only a simple addition to the existing product form but, more importantly, to use emerging communication technologies and means of communication to innovate the entire process of newspaper production marketing and service. Also, to provide audiences with highly competitive news products (Andzulis, Panagopoulos, & Rapp, 2013).

The author believes that the integration of paper media and Weibo is an inevitable trend of paper media innovation. Facts have proved that paper media has begun to actively take advantage of the advantages of Weibo, expand reports and in-depth reports according to their characteristics, and strive to improve the quality of paper media.

The core of information dissemination is content. Although the emergence of new media, especially Weibo, has dramatically accelerated the speed of information dissemination. Its information

dissemination often only provides first-hand superficial information to the audience the first time. Traditional media are losing their edge. When a reader reads newspaper news the next day, he may feel that much news is no longer fresh. Journalists in traditional media can no longer write news as before. Still, they must work on exclusive and in-depth reports, including follow-up reports on news events, strengthening news analysis and interpretation. When Weibo uses simple language to tell the essential information to the audience, the editorial team of traditional media needs to take action afterwards and know more than the history of Weibo.

The audience often wants to dig out the truth behind the characteristics of Weibo, such as forcing the traditional media to change the responsibility from simple authoritative information release to more pursuit of in-depth reports. Traditional media must go beyond the factual basis of Huibo, take advantage of traditional media's authority, credibility, and strong editorial power to pursue in-depth reports and exclusive reports in the news reporting mode, and pay attention to the angle and height of the report. The quality of news content makes the news more vitality and binds the audience. Therefore, newspapers should change their strategies and focus on in-depth reports to build hard news and use in-depth reports and comprehensive reports to meet readers' needs for a comprehensive understanding and in-depth interpretation of news information. Newspapers can fully play the advantages of traditional editing and explain the ins and outs of news events as clearly as possible (Dong, Liang, & He, 2017).

Compared with new media, traditional media has huge and professional editors, and traditional media has credibility and authority that new media cannot match. We should use these advantages to pursue in-depth interpretation of news facts and news planning capabilities. In-depth reports Shandong University is the breakthrough of traditional media in the new media era. It can be seen that although the sales sources of many news events now come from Weibo, the entire broadcast news content still comes from the creation of traditional media. Zhengbo provides a channel for traditional media but high-quality news. Information still needs to rely on traditional media to provide more than 60% (Rubin, 2019).

Because Weibo has a large group of netizens, it greatly enriches the amount of information and facilitates its dissemination. Although most of the news on Weibo cannot be directly adopted as news by traditional media, Weibo can become a traditional media. Taking 2011 as an example, Guo Meimei's show of wealth incident, XieZhiqiang, director of the Health Bureau of Linyang City, Jiangsu Province, opened the door incident on Weibo, all of which were first posted on Weibo and then attracted significant attention from traditional media. In the new media era, it will become

the trend of future development that various media pay attention to significant events.

Usually, traditional media channels to obtain information mainly rely on the propaganda unit of the reporter's counterpart or rely on the reporter. In contrast, the robust interpersonal network of Weibo provides the traditional news media with a large amount of news information and clues. For example, with the increasing popularity of Weibo, more and more celebrities, enterprises and celebrities have begun to use Weibo and have been officially certified. The information published by these news focus figures on Weibo is very likely to become the traditional media. Weibo has expanded the news sources of traditional media reporters.

However, what needs to be emphasized here is that due to the trivial nature of Weibo, mixed false information, and one-sidedness, Weibo not only cannot replace traditional media reports, but traditional media must be very cautious when using Weibo sources. Moreover, the influence of traditional media on significant events and its influence on society cannot be ignored.

In many news events, although Weibo has seized the opportunity of timeliness, the authority of traditional media is still difficult to be surpassed by new media. For example, after the Huangqiang demolition incident in Xiyi, on September 16, 2010, the sisters of the Zhong family were preparing to take a flight to Beijing. Still, they were chased by local government officials and hid in the airport toilet. "Fenggang Weekly" reporter Deng Fei sent out more than 20 micro-eyes on Sina.

V. THE INTERACTION OF NEWS DISSEMINATION

The emergence of Micro Eyes has changed the single communication mode of traditional media and allowed interaction between traditional media and audiences. More and more traditional media are actively adapting to the changes in media form under the development of new media, making Weibo a booster of traditional media. Internationally renowned newspapers "The New York Times", "Wall Street Journal", and "The Guardian" have all opened official Weibo, and the official Weibo of "The New York Times" on Twitter has more than 90 followers. At the same time, more and more domestic traditional media have gradually opened official microblogs on Sina, Ranzun, Sohu and other online platforms. According to data, only the total number of certified official microblogs on Sina Weibo. It has reached nearly 2,000, and "Southern Metropolis Daily", "Sanlian Life Weekly", "Southern Weekly", "New Weekly", "China News Weekly", etc., have all opened official Weibo groups one after another.

In general, the Weibo publishing of traditional domestic media mainly covers three aspects: first, publishing news products on their official Weibo, and paper media usually use the form of headline news + front-page pictures; second, reprinting domestic and foreign major news; Third, use Weibo to carry out prize-winning activities with readers to attract readers to participate in topic discussions. Through Weibo, there is no doubt that traditional media has established a direct connection with the audience, making the audience feel a kind of affinity and achieving the effect of expanding their influence.

Taking Dongguang News Station as an example, during the Expo, the colleagues who held the Expo opening for three consecutive days also interacted with audiences and fans on Weibo, especially on the opening day of April 30. Dongguang News Station More than 70 Weibo posts was updated, and the opening theatrical performance and fireworks show were broadcast live on Weibo almost simultaneously. The number of fans increased rapidly during the program, leaving messages and comments very active. After comparison, it was found that in the three days of the live broadcast, the average number of fans increased by 21 per day, and the increase was noticeable (Liu, Zhou, & Zhang, 2017).

In addition, more and more traditional media are encouraging reporters and editors to open real-name microblogs to adapt to new communication methods. As an emergency reporter for the Shanghai TV station, Xuan Kene's Weibo attracted more than 30 fans. Xuan Kene not only used Weibo to publish the emergencies of his interviews but also established a huge fan base. Many netizens at the news site have provided him with news clues on the News Network. He even clearly stated in his profile that "news clues encourage private messages (Note: one of the functions of Weibo), and news is exclusively paid for.

Due to the identity and influence of traditional media, traditional media and their reporters' Weibo can easily attract the attention of many fans. Still, to better integrate media, do traditional media also need to use their brains in Weibo management? How to attract fan attention and encourage fans to provide news clues are all worthy of media research.

VI. A CASE STUDY OF THE USE OF "MICROBLOGGING" IN WORLD EXPO REPORTS

The Oriental Morning Post is one of the earliest newspapers in Shanghai's traditional media that opened on Weibo. During the Shanghai World Expo, Oriental Morning Post took advantage of Weibo to expand its reporting channels and form media integration. Taking the "Oriental Morning Post" Tencent Weibo as an example, during the Shanghai World Expo from May 1,

2010, to October 31, 2010. Two hundred three microblogs about "blogging" were published, and the content mainly included the "Oriental Morning Post".

During this period, the number of fans of "He Dongfang Morning Post" and Luxun's Weibo has grown rapidly.



Figure 1: Shanghai world expo 2010

a) Increased Information Dissemination Channels

For traditional media, Weibo is an excellent interactive platform for newspapers and networks, which can organically combine the authority and credibility of traditional media with new media. Displaying the layout and reporting content of print media through Weibo increases the communication channels of traditional media. Also, it expands the popularity and influence of traditional media among new media users.

During the Shanghai World Expo, "Oriental Morning Post" actively used Weibo to publish the cover image of "Expo Daily", provided links to the headline news content, published essential news summaries, and achieved good results. Take the Weibo published by "Oriental Morning Post" on May 31, 2010, as an example, "Oriental Morning Post" published a microblog in the form of a combination of pictures and texts. If the time jumps, 2030 suddenly arrives; what will the newspaper look like on May 31, 2030? It is a newspaper dedicated to the future. The characters, times and events in this topic are fictitious, but the various technologies and concepts involved in the content are all from Shanghai. The Weibo was also accompanied by a picture of the special issue "Future Daily", obtained in just a few hours. 29 "reposts" and 20 "comments", which have achieved good results in the early days of the "Oriental Morning Post" Weibo operation. Some netizens said in the comments, "Interesting, look for the newspaper to see" "Creative." etc. At the same time, the Oriental Morning Post also gave feedback to netizens on time.

Through such interactive settings of "forwarding" and "commenting", "Oriental Morning Post" has realized the interaction with Weibo users and can timely know whether the news produced by the newspaper has attracted the attention of the audience and whether it has been achieved the purpose of news planning. It has formed a virtuous circle of interaction between "Newspaper.com". More importantly, since the Weibo platform is not subject to geographical restrictions, the Weibo release of "Oriental Morning Post" has also increased the exposure of its reported content and expanded the coverage of "Oriental Morning Post".

b) Influence of Internet

Diyuanxin survey data shows that more than 73% of Weibo users regard Weibo as an essential source of news, and Weibo has now become one of the essential sources for the media to track breaking news (Zhu, 2019). However, since everyone can publish information on Weibo, the authenticity of the news on Weibo is uneven. The Weibo published by traditional media is all information verified by professional reporters. It is authoritative, credible, and the most significant advantage. On May 1, 2010, the opening day of the Shanghai World Expo, "Oriental Morning Post" Tencent Huibo published nearly 20 microblogs throughout the day and broke through the model of "publishing microblogs after newspapers", using reporters' microblogs to broadcast live. Weibo will be published in the form of the opening day situation. On the same day, Sun Qi, a reporter from the Morning Post,

continued to publish: "Not all pavilions are eager to open the first time. For example, the staff at the South African pavilion in the afternoon are still debugging before the opening of the pavilion. The popular venue British pavilion queue is too long. Weibo information such as queuing up to enter the venue and working for at least 2 hours brought netizens the first-hand situation of the Expo site. Morning Post reporter Li Wei suggested on Weibo that tourists can visit the urban practice area more, as there are fewer tourists and more highlights. Shan Yu's Weibo has been verified by professional reporters of the Morning Post on the spot and released on half of the official Weibo of the Oriental Morning Post and successfully transforming the authority of traditional media into a "discourse right" on the Internet. e of traditional media publishing.

Service information in the World Expo news reports is the information that the audience cares about most, including transportation and catering, ticketing information, weather conditions, and queuing information in each exhibition hall. However, due to the single form of traditional media communication, it is impossible to provide the audience with this information in time. When the newspaper is published the next day, the information may be outdated for the audience, which may easily lead to the loss of the audience. On the other hand, Weibo provides a platform for traditional media to publish authoritative service information on time. So that traditional media can also gain the right to speak on the Internet.

"Oriental Morning Post" has invested a massive team of nearly 60 editors in reporting on the Expo. Different reporters are responsible for news reports in different areas of the Expo site. They maintain close contact with the organizers of the Shanghai World Expo and can obtain first-hand services in the fastest time. Information materials, in order not to be limited by time and layout. "Oriental Morning Post" uses the information obtained by reporters to use Weibo to publish its content on time, including weather forecasts, ticket information, traffic conditions, etc. service enhance the newspaper's credibility.

c) *The Single Mode of Communication*

Unlike radio and television, which can interact with audiences through live broadcasts, the biggest weakness of newspapers is that it is difficult to interact with readers. Especially in the Internet age, how to attract audiences to participate in newspaper discussions and activities has become a problem for newspapers. Weibo can help the media to complete the puzzle.

In addition, the "Oriental Morning Post" also conducted a prize-winning interaction with Tencent and put forward on Weibo, Which venue in the Shanghai World Expo looks like Yunxiu? Which pavilion in the Shanghai World Expo received the most tourists a few

days ago? On the other hand, the first netizens who answer the four correct answers will win prizes. It can be seen that these types of interactive Weibo can attract at least 20 retweets and comments.

It can be seen that these interactive activities have attracted the attention of Weibo users to the Oriental Morning Post and achieved the purpose of attracting attention. In addition, Weibo can also help traditional media attract audiences and participate in topic discussions. On July 5, 2010, 66 days after the opening of the World Expo, just in time for the World Expo Youth Week, the Oriental Morning Post launched a long newsletter report on the Expo Generation. The "World Expo Generation" newsletter spans 13 pages, with a reporting capacity of 2 squares and more words. The article uses the young volunteers at the World Expo as an introduction, vividly recording the historical process of how the Chinese youth after 1990 experienced growth in the new era. The newsletter not only focuses on the present but also interviews Hui Lei about the deeds of Zhang Haiyou and Pan Xiao, which sparked social discussion in the early 1980s. Focusing on Shanghai or big cities, the interviews of many young people's stories in urban and rural China are unreasonable, trying to restore an honest and objective historical picture of the historical mission of the country's current post-90s bone year.

To initiate the discussion of the Expo-generation by a broad audience, the "Oriental Karma News" published the discussion on Weibo of the Expo-generation "Let's talk about the road of life again" through Tencent Weibo and Sina Weibo. On July 3, 2010, "Oriental Morning Post" published a microblog on Tencent: Understanding them is the only way to understand the future direction of China. The Morning Post launched a long-form newsletter and Expo Generation to record this generation and this era. Weibo provides a platform and resources for traditional media to discuss topics. Through the supplement of Weibo, the information content of the media page is more extensive and more comprehensive. It also changes the challenging tender situation for the traditional media platform to interact with the audience.

d) *Weibo and anInformation Sources*

"Oriental Morning Post" not only uses the microblogging platform to expand its media influence, but at the same time, microblog has also become an essential channel for its editorial team to obtain information sources. 2010 happened to be a year for the expansion of Weibo. Thousands of netizens set up Weibo on different Weibo platforms, and the number of Weibo audiences grew rapidly. Among the 7,000 square Expo visitors, there are huge Weibo users who have posted their visiting experiences and personal experience through Weibo.

For example, Sina Weibo had more than 500 users related to "World Expo" on September 15, 2010, and more than 810,000 Weibo contents mentioned the word "World Expo". Among those fans, such as World Expo Taiwan Pavilion and Chile Pavilion, the number is more than three corridor people. In addition, there are nearly 3 Expo-related videos on Tudou.com, most uploaded by visitors (Wang et al., 2014).

Many of this Weibo information released by Weibo users have become an essential channel for traditional media to obtain information sources. "Oriental Morning Post" is no exception. All Expo reporters of "Oriental Morning Post" have their Weibo. Through the function of Weibo, Expo reporters have opened official Weibo exhibition halls such as Taiwan Pavilion, Chile Pavilion, and the United States Pavilion. They track the information they publish on the microblogging platform and obtain news clues from them. In addition, ordinary users' microblogging has also become the object of their attention. By searching for keywords, World Expo reporters can find many news clues and summarize the audience through microblogging. There is no doubt that during the World Expo, Weibo became a virtual channel for the Expo reporters of the Oriental Morning Post to obtain information about the Bazaar. After a valuable source, journalists verify in-depth coverage of the news, making it newsworthy.

In March 2010, a post titled "Guidelines for 3-Day Tour of China's 2010 Shanghai World Expo" went viral on Weibo, and after being viewed by hundreds of thousands of netizens, it was referred to as the most popular folk blogging guide. Even the owner of the club, Han Min, shared this guide on the Internet and said that when the dog is the best to enter the park, the order of visiting the exhibition halls and the highlights of each exhibition hall have been interpreted and listed 3 How to visit the Expo site efficiently. After seeing this news on Weibo, the reporter from Oriental Morning Post immediately contacted the creator through Weibo and conducted an in-depth interview and report on him. On March 29, 2010, 2 full-page in-depth reports of "Morning Post Detailed Explanation of 'The Best Folk Viewing Expo Raiders'" and "3 Days Fun in the Expo Garden" were launched in 2010. From this case, it can be seen that half of the traditional media and new media can be combined to form complementary advantages that have a complementary effect.

In the context of new media, it has become more and more important for traditional media to form new media thinking. The operation concept of traditional media should undergo profound changes, and it must be transformed from a communication platform to an integrated communication platform. Just producing all the content can no longer meet today's diverse needs. Through a particular mechanism and material carrier, we can integrate various content resources and meet the needs of a common direction to adapt to the

competition with new media. When an emergency occurs, it cannot be assumed that a photojournalist must be present, but it can be assumed that a reader or netizen with a camera phone must be present. Collecting their accidental income through a particular mechanism enriches not only the content resources but also satisfies their expressed desires (Fenton & Barassi, 2011). Weibo acts as such a platform, collecting what readers or netizens have seen and heard, and finally, through traditional methods.

VII. CONCLUSION

The development of new media has brought challenges to traditional media, but the power of traditional media has not been foreshadowed. The base is in developed countries, and their traditional media has not gone wrong because of the rise of new media. On the contrary, world-class newspapers such as The New York Times, The Guardian, and The Washington Post have embarked on their unique path of media integration by relying on new media technologies and platforms. According to the survey report on internet usage and impact in 12 cities in China and the survey report on internet usage and impact in 5 small cities in China released by the social development research centre of the Chinese academy of social Sciences, TV, radio, and newspapers are what netizens trust most. And the least trusted is the news on the Internet ("The Social Media Revolution: Exploring the Impact on Journalism and News Media Organizations - Inquiries Journal," n.d.).

There is no doubt that the relationship between new media and traditional media is not a relationship between replacing each other, but a relationship that becomes more and more dependent on each other. Traditional media must adapt to the era of new media, actively carry out cross-media cooperation, use the advantages of new media to develop themselves, break the boundaries of the media industry, and achieve multimedia and three-dimensional communication. It is also necessary to rely on traditional media to provide high-quality content products, which provides a significant opportunity for the development of traditional media.

The traditional media in China have already started their own new media practices. All traditional media have established their websites. In addition, they have also tried to stream media news reports, set up Gongfang Lai II, and build an all-media information platform. The strategies of traditional media to deal with new media can be summarized as follows:

- Traditional media must clarify their advantages and audience positioning, highlight the characteristics of the media, and focus on in-depth reports to avoid excessive loss of audiences. The most significant advantage of traditional media is its shared authority

and credibility. The professional editing process ensures the authenticity and rigor of traditional media news products. In the Shanghai World Expo coverage, the Oriental Morning Post insisted on launching at least one in-depth report every month. In the case of the flood of Expo information, it has formed its characteristics and attracted the audience's attention with its large-scale and novel in-depth reports. The use of media and Weibo provides strong content support. In the era of new media, in-depth reporting has been paid more and more attention and has become an essential criterion for the audience to choose which newspaper to read. By continuously launching excellent in-depth reporting works with theoretical guiding value, traditional media can attract the audience and provide core competitiveness for cross-media development. Simply put, the new media era has put forward higher requirements for the news products of traditional media. In addition, traditional media should actively explore the diversification of news content products. The simple translation of the content of the flat paper media to other media, the translation of the newspaper does not conform to the habit of reading more, and it is not vital. For content production to enter the mobile client, it must be re-produced to meet its requirements. It must have the ability: one content, multiple channels, multiple releases, traditional media while maintaining the personality of different media. If the newspaper group does not make a layout earlier, the road to transformation will be impossible (Anderson, 2001). At present, the influential metropolitan newspapers in China such as "Oriental Morning Post", "Southern Metropolis Daily", and "Beijing News" not only have their websites but also have launched iPhone and IPAD versions of the client. Reading newspapers on mobile phones or tablet requires traditional media to consider the needs of new media platforms in content production to produce news products suitable for paper media reading and actively explore news suitable for new media platforms.

- Keeping pace with the times, innovating new media technology, and actively expanding the power of communication. It has become a trend for traditional media to rely on new media to take the road to digital development. Whether streaming media or eye-catching, they are actively adopted by major traditional media at home and abroad. Traditional media not only set up independent websites on the Internet but also actively adapt to the needs of network communication tools. Development, by opening official microblogs on social networking sites, adding streaming media news products on official websites, etc., to develop online platforms, and to expand the influence and appeal of

traditional media in the Internet field. Traditional social media widely use Weibo among all the new media technologies. The use of Weibo by traditional media can Build a bridge between traditional media and audiences so that audiences can immediately and directly express their opinions on the information released by the media, making traditional media more friendly and attracting the attention of Internet users. In addition, by using Weibo, a fast news dissemination channel, publishing news content summaries, news pictures or important news links, the news content of traditional media can be promoted and released on time. Attracting Weibo users to pay attention to traditional media and achieve In-depth reading to enhance the influence of traditional media.

- Improve the hardware and strengthen the training of all media talents. Under the trend of continuous integration of traditional media and new media, the first thing that traditional media should improve the hardware equipment, changing the previous situation that a text reporter can interview with a pen and a photojournalist with a camera. To carry out streaming recording production, many traditional media in China have purchased photographic equipment with high-definition video function in the county and established a streaming media department, which has provided strong backing for streaming media production. Some traditional media have even established an "all-media centre" at the forefront. Their editorial teams not only do traditional text reports and photo photography but also provide a variety of media formats for newspaper websites, mobile clients, Weibo, etc. The epoch-making media has put forward higher requirements for the content production of traditional media. The content products of traditional media need to meet the requirements of one kind of content, multiple channels, and multiple releases. It also puts forward higher requirements for the editorial team of traditional media. Journalists have changed from "single-media type" to "all-media type", which has become an objective need under the development of media integration. All-media reporters must have the ability to collect text and pictures. The ability of shooting and audio and video collection should speed up the training and building of all-media composite reporters and build a collection and editing team that supports interviews and reports in various media forms to provide human resources for content production.

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